

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017 SESSION

LCT1017 – COMMUNICATION THEORIES

(All sections)

2 MARCH 2017

9.00 a.m. – 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of TWO pages with TWO sections only.
2. Answer ALL questions in SECTION A and choose only TWO questions in SECTION B.
3. Write all your answers for SECTION A and B in the *Answer Booklet*.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer ***ALL*** questions.

1. a. Define “theory”. (1 mark)
b. List *three* types of theories and provide *an example* for each. (3 marks)

2. Explain the differences between a linear communication and an interactional communication. (2 marks)

3. a. Symbolic interactionism provides a rationale for the often-discussed idea of self-fulfilling prophecy. In terms of interpersonal communication, what does the term self-fulfilling prophecy describe? (1 mark)
b. Provide an example. (1 mark)

4. The “cannot not” part of that last sentence is the first and best known of Paul Watzlawick's *five axioms of communication*. Explain briefly what “*One cannot not communicate*” means. (1 mark)

5. Muzafer Sherif established three zones of attitudes in social judgment theory. Identify and explain the *three* latitudes. (3 marks)

6. Cognitive dissonance is the distressing mental state. What causes this? (1 mark)

7. Explain the following:
a. Convergence (2 marks)
b. Divergence (2 marks)
c. Narration (2 marks)

8. Function refers to what communication does. A group has to successfully fulfil *four* requisite functions to achieve good decisions. Explain the functions. (4 marks)

9. Culture refers to a pattern of shared assumptions that have been invented, discovered or developed by the given group and are taught to new members as the corrective way to think, perceive and behave. List the *three* levels of culture and explain briefly. (3 marks)

10. Explain any *two* of Deetz's four different ways a corporate decision is made. (4 marks)

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SECTION B: ESSAY QUESTIONS [20 MARKS]

Instruction: Answer any **TWO** questions.

Question 1

- a. Explain the relationship between a sign, a signifier, and a signified. (6 marks)
b. Illustrate **TWO** signs prevalent in your campus or in your town and explain. (4 marks)

Question 2

- a. Identify and explain **FIVE** types of communication contexts. (5 marks)
b. Each context has an influence on the communication process. Contexts can overlap, creating an even more dynamic process. You have been communicating in many of these contexts across your lifetime. Give **TWO scenarios or experiences** of context overlap and explain with an example for each. (5 marks)

Question 3

Since television is at the core of the media identified by Gerbner, examine advertisements specifically addressing television and consumers. Explain how television influences us as consumers, especially through:

- a. advertisements. (5 marks)
b. product placement in shows. (5 marks)

End of Paper